# **EXHIBIT 2**



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# DEAR INDUSTRY FRIENDS,

**InnovateMR was born out of a simple principle:** respect the lifeblood of our industry and provide an engaging user model that revolutionizes the customer experience. Our mission has been to constantly innovate and change that experience for the better, and we're proud of the platforms we're building to make that happen.

Recently, we launched the Pegasus DIY Sampling Platform, which combines our industry-leading panel for reliability and responsiveness with the power of a sample access platform rich in user functionality. This second-generation platform provides the tools needed to deliver Faster Answers™ without sacrificing quality.

Innovate is working diligently to reshape our industry. We are excited to offer our clients a unique, efficient and innovative approach to sampling. We are ecstatic to continue challenging our industry in new ways, and we look forward to partnering with our clients to make it happen!

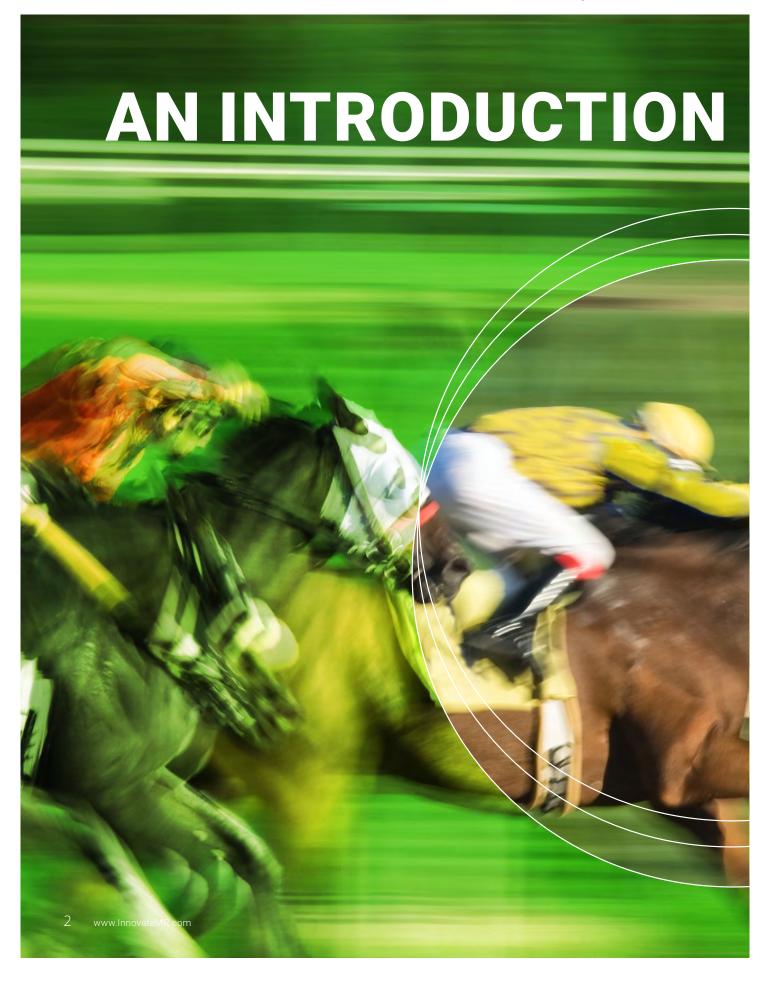
### Innovating for you,



**Gregg Lavin** 

**George Llorens** 

**Matt Dusig** 





InnovateMR is a fiercely independent sampling company. Our ingenuity, reliability, and agile approach to sampling deliver *Faster Answers*™. We find ways for quicker turnarounds and for sourcing the hard-to-reach audiences. Our panel quality builds trust and confidence with our clients. Our speed in launching projects and our sampling platform efficiency translate into lower costs and quicker decision making.

Innovate has a rich history of building specialty global panels that scale to the needs of market research companies and their studies. Innovate does research in more than 90 countries, using the native language and colloquialisms for each country to ensure relevancy and language importance. Our commitment to quality means extensive screening and validation, with profiling across a wide variety of data points specific to location and niche.

It's this global reach and commitment to quality that allows us to source panel for niche audiences specific to the needs of market research clients, including B2B, medical, parenting, gaming, and more.

We use a dynamic profiling system that captures and localizes thousands of data points.

Using our advanced digital fingerprint solution, we know where our respondents are located based on geo-data and IP address. Pairing profile information with location data ensures location and language accuracy in sample.

We employ a multipronged approach to quality with over thirty technological checks designed to test authenticity.

Our commitment to the four T's of market research — transparency, technology, traffic, and trust — mean we are consistently working to strengthen quality controls while expanding our global reach, ensuring exceptional sample for your research needs.

# **B2B AND CONSUMER AUDIENCES**

#### **Mobile Audiences**

Surveying consumers on the move, we are the pioneers in mobile engagement. As you explore ways to leverage this new method of data collection, you need guidance in navigating this new frontier. Our team provides the mobile expertise, smartphone and tablet respondents, and custom solutions for capturing the mobile population. We're not talking about online surveys that require the old "pinch-and-scroll." Our formats are altered per device and screen-size detection.

#### **Online Audiences**

When it comes to user engagement, sampling automation techniques, and panelist quality controls, we wrote the playbook. The Innovate team has a rich history in online sample management and data collection. Since 1999, we have built specialty panels for market research clients and scaled these global panels to tens of millions of registered survey respondents. While size is impressive, it does not eclipse both quality and reach.

At Innovate, the ability to target specific members of our panel on demandand the ability to deliver reliable responses and shorter project times are the foundations of our business. Clients trust us with their projects because we are innovative, reliable, and knowledgeable.

## **Survey Programming**

Whether your survey needs are complex or to the point, we've got you covered. Our expert teams are capable of addressing every type of project, including survey scripting, data validation and cleansing, tabulation, reporting, and open-end coding. We provide high-quality programming, detail-oriented quality assurance teams, and fast turnaround times.







# **TESTIMONIALS**

"

Innovate is my go-to vendor on my largest client's global business-to-business tracking work. They always deliver on what they sign up for and consult on how to get things done. They are a true partner to us.



Innovate has become our company's go-to partner for both B2B and Consumer sample. Our business model requires a high level of commitment and long-term engagement among respondents; Innovate consistently delivers the highest quality I've observed in the sample industry.



InnovateMR saved us from losing a multimillion-dollar client when they helped our team transition our tracking study from a failing supplier. The team held our hand every step of the way and turned a challenging situation into a massive success.



# QUALITY ISN'T EXPENSIVE... IT'S PRICELESS

### **Data Quality Scorecard**

Our new RepScore™ methodology evaluates panel behavior at every touch point and compares this data to historic benchmarks previously collected. This scoring science helps to measure the respondent's threat potential and behavioral compliance.

Safe. Reliable. Fast.

#### What is RepScore™?

We've conducted extensive research to fine-tune our proprietary digital fraudmitigation system. The fruits of our labor are paying off based on recent results from our research-on-research where our panel, PointClub, achieved the lowest client scrub rate when compared to five other leading sample suppliers.

# WE TEST ALL SOURCES TO MITIGATE BIAS

Over 100 Recruitment Campaigns
Diversity
Global Scale
Benchmarking Quality Testing
Attitudinal Testing
Behavioral Testing
Demographic Testing
Quality Evaluation



Digital Fingerprinting
Fraud Marketers
Geo-IP Check
Red Herrings
ReCaptcha
Open-End Analysis
Bot Traps



### PANEL REGISTRATION

Digital Fingerprinting
Fraud Marketers
Geo-IP Check
Red Herrings
ReCaptcha
Email Validation
Pattern Detection
Bot Traps
Double-Opt-in Validation

©OO POST-SURVEY

LOI Detection Analysis of Client Feedback Pattern Detection Reward Redemption Validation

# PANEL RECRUITMENT

Innovate employs a multichannel approach to build our panels, including TV ads, Facebook, affiliate networks, refer-a-friend and SEO. At Innovate, our seasoned team of panel experts have been building online and mobile panels since these modes first emerged.



# TV RECRUITMENT

TV recruitment is our most engaging and successful method of finding authentic survey respondents.

### Why Is Advertising on TV a Better Recruitment Model?

- It yields a more diverse and unique audience
- Far less overlap between online panels
- Audiences recruited off TV aren't as over used as traditional online recruitment
- Panelists recruited offline look and act differently than traditional online sourcing
- TV advertising allows for geographic market-specific recruitment



PointClub TV Commercial — "Meet Captain PC"

View the full commercial at www.PointClub.com

# **BASIC DEMOGRAPHICS**

Employment Status Profession

Industry

First Name Age Marital Status Last Name Street Address State/Province ZIP/Postal Code City Country Email Education Level Primary Language Mobile Device Type Mobile Operating System Mobile Phone Number Gender Ethnicity Number & Age of Children in Household

Household Income

Job Title



# 1,500+ PANEL ATTRIBUTES



#### **AUTOMOTIVE**

Auto Insurance Provider Automotive Usage Habits Car Type

Color

Future Automotive Purchase Intent **GPS** Navigation

Hybrid Ownership & Usage

New/Used Vehicle

Number of Vehicles in Household

Ownership/Lease

Service/Repair Location

Shopping Source Used (e.g., Internet, Trade Publications, etc.)

Specialized Vehicle Ownership

Vehicle Payment Type

Vehicle Purchase Amount

Vehicles owned in the household (make, model, year)

Years Driving

Years Owned



#### **BEAUTY**

Cosmetic/Plastic Surgery Fragrance Products Used Hair Care Products Used Hair Removal Makeup Products Used Nail Care Products Used Oral Health Products Used Piercings

Skincare Products Used Sunscreen Products Used

**Tattoos** 

Teeth Whitening Used



#### **BEVERAGE & FOOD**

Alcohol Budget

Alcohol Categories/Brands

Alcohol Consumption Frequency

Baking Frequency

Bottled Water Categories/

**Bottled Water Consumption** 

Frequency

Coffee/Tea Categories/Brands Coffee/Tea Consumption Frequency

Cooking Frequency

Fast Food Visitation

Food Budget

Food Categories/Brands

**Grocery Shopping Habits** 

Organic Food Consumption

Restaurant Visitation

Soda Categories/Brands

Soda Consumption Frequency



#### **ENTERTAINMENT**

Cable TV

DVD Ownership

Magazine Categories

Movie Interests

Movies Purchased From TV

Number of DVDs Purchased

per Year

Number of Hours of TV per Week

Number of Magazines Subscribed Number of Movies at Theater

per Year

Online TV Viewing

TV Show Categories



#### **GAMING**

Frequency of Play Gaming Accessories Used Gaming Communities

Gaming Platforms Owned

Video Game Types

Video Games Owned



#### O LIFESTYLE

Appliances in Home Method of Survey Participation

Musical Interests

**News Consumption** 

Pet Ownership

Political Interests

Reading Habits

Religious Affiliation Teen Hobbies and Interests



#### **MOBILE USAGE**

Mobile Application Usage

Mobile Brand

Mobile Operating System

Mobile Phone Activities

Mobile Phone Number

Mobile Phone Provider

Number of Household

Mobile Phones

Types of Mobile Research Projects Daily Hours Spent



#### **MONEY & FINANCE**

Banking Institutions Used Credit Cards Used Investable Assets Type & Ownership of Residency Years at Present Location



#### **PARENTING**

Number/Age of Children

Childcare

Fertility

Formula Usage

Parenting Style

Pregnancy

**Shopping Preferences** 



#### **SHOPPING**

Household Products **Product Ownership** Purchase Decision-Making **Shopping Budget** 



#### X SOCIAL MEDIA

Number of Followers/Friends Daily Hours Privacy Outlook

Social Media Channels Used



#### **TECHNOLOGY**

Computer Ownership Electronic Ownership

Email Usage

Frequency of Online News

Consumption

Internet Connection Type at Home

Internet Usage

Online Shopping Habits

Printer Ownership Social Media Usage Software Usage Tablet Usage

Webcam Ownership



#### **TRAVEL**

Business Trips per Year

Car Rentals Used Cities Visited Countries Visited

Cruising Hotels Visited

Leisure Trips per Year Loyalty Programs Vacations Taken



#### **HEALTH**

Acne

Atrial Fibrillation ADD/ADHD

**Alcohol Consumption** 

Allergies

Alzheimer's Disease **Anxiety Disorders** Anorexia/Bulimia

Arthritis Asthma Autism Back Pain Bipolar Disorder **Blood Disorders** 

BMI

Botox Usage Cancer (All types) Chronic Pain Colitis

COPD

Crohn's Disease

Cystic Fibrosis Deafness

Dementia

Depression Diabetes (Types I & II)

**Dietary Habits** Emphysema **Epilepsy** 

**Erectile Dysfunction Exercise Habits** Fibromyalgia

Gastric Bypass Surgery General Surgical Procedures

**GERD** 

Glasses/Contacts Usage

Glaucoma Gout

Gym Membership **Gynecological Disorders** Headaches (Minor) Hepatitis (All Types) High Blood Pressure High Cholesterol Hypertension Infertility

Irritable Bowel Syndrome

Lupus

Insurance

Medication Usage Menopause Migraines

Multiple Sclerosis

Obesity Osteoporosis Parkinson's Disease

Participation in Clinical Trials

Physical Activities Plastic Surgery Pneumonia Psoriasis/Eczema Rheumatoid Arthritis

Schizophrenia

Shingles

Sinusitis/Rhinitis Sleep Disorders **Smoking Habits** 

Strokes

Ulcerative Colitis



### **HISPANIC PROFILING**

Citizenship

Country of Birth

Immigration Generation In-Community Environment

Language Usage in Home Language Usage out of Home Media Consumption in Home

(Internet, TV, Print & TV)

Primary Language Secondary Language Social Media Usage

Years Lived in the US

#### 图》B2B

Age of Company **Budget Oversight Business Travel Business-Related** Decision-Making Computer Brand

Computer Operating System

Computer Usage

Income Industry

IT-Related Decision-Making

Job Role/Title Linkedin Usage Mobile Phone Usage Number of Employees Number of Locations Office Location Type Total Investable Assets Office Equipment Used

Organizational Revenue

Private/Public/Nonprofit

Profession

Years at Company

# **GLOBAL PANEL MAP**



USA
UK
Australia
Brazil
China
France
Japan
Mexico
Argentina
Belgium
Canada
Chile
Colombia

Denmark
Ecuador
Egypt
Greece
Germany
Hong Kong
Hungary
India
Indonesia
Ireland
Latvia
Lithuania

Malaysia
Netherlands
New Zealand
Nigeria
Norway
Paraguay
Peru
Philippines
Poland
Portugal
Romania
Russian Federation
Saudi Arabia

South Africa
South Korea
Spain
Sweden
Switzerland
Ukraine
Turkey
Uruguay
Venezuela
Vietnam

# **NORTH AMERICA**

# **US Panel Composition**

Age	Census	Panel	Household Income	ļ	
18-24	10%	9%	Less than \$15,000	12%	13%
25-34	13%	16%	\$15,000-\$24,999	11%	13%
35-44	13%	20%	\$25,000-\$34,999	10%	12%
45-55	15%	18%	\$35,000-\$49,999	13%	15%
55+	25%	18%	\$50,000-\$74,999	17%	16%
			\$75,000-\$99,999	12%	11%
Gender			\$100,000-\$149,999	13%	12%
Geridei			\$150,000-\$199,999	6%	4%
Female	51%	56%	\$200,000+	6%	4%
Male	49%	44%			
Territory/Region					
Northeast	18%	19%			

21%

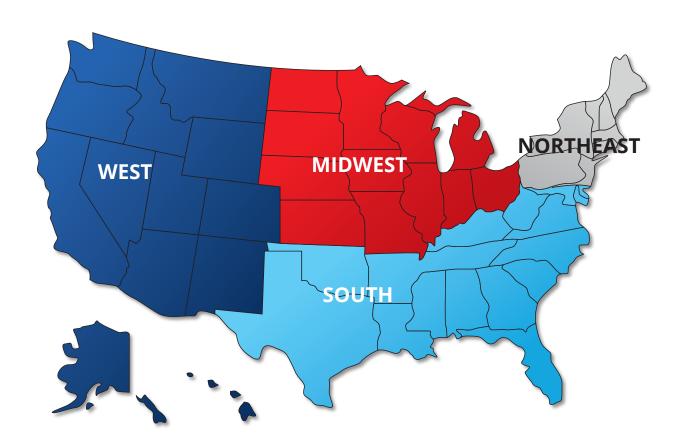
36%

24%

22%

37%

23%



Midwest

South

West

# **NORTH AMERICA**

# **Canada Panel Composition**

Age	Census	Panel	Household Income
15-24 25-34 35-44 45-55 55-64 65+	13% 14% 13% 14% 14% 20%	12% 16% 16% 17% 12% 13%	Less than \$10,000 14% 16% \$10,000-\$19,999 18% 20% \$20,000-\$34,999 21% 22% \$35,000-\$49,999 15% 18% \$50,000-\$74,999 15% 13% \$75,000-\$99,999 11% 8% \$100,000-\$149,999 3% 2%
Gender			\$150,000+ 3% 1%
Female Male	49% 51%	52% 48%	Provinces           Ontario         38%         40%           Quebec         23%         25%           British Columbia         13%         14%           Alberta         12%         11%
			Manitoba 4% 5% Saskatchewan 3% 3% Nova Scotia 3% 1% New Brunswick 2% <1% Newfoundland and Labrador 1% <1%
	Polls Com		Prince Edward Island <1% 12% Northwest Territories <1% 12% Nunavut <1% <1% <1%
YUKON NORTHWEST TERRITORIES BRITISH COLUMBIA			Yukon <1% <1%  NEWFOUNDLAND
ALBERTA	MANITOBA	ONTARIO	QUEBEC  PRINCE EDWARD ISLAND NEW BRUNSWICK NOVA SCOTIA

# **UK Panel Composition**

Age	Census	Panel
18-24	9%	8%
25-34	14%	20%
35-44	13%	22%
45-54	14%	18%
55+	29%	15%
Gender		
Female	49%	55%
Male	51%	45%
Iviaic	3170	4370
Territory/Region		
England	84%	86%
Scotland	8.4%	7.4%
Wales	4.8%	4.0%
Northern Ireland	2.9%	2.6%
l lavada ald la ace		
Household Incom	16	
Less than £6,000	1%	3%
£6,000-£12,999	3%	4%
£13,000-£18,999	8%	10%
£19,000-£25,999	12%	11%
£26,000-£31,999	11%	10%
£32,000-£47,999	24%	23%
£48,000-£63,999	17%	16%
£64,000-£95,999	14%	13%
More than £96,000	9%	10%

# **France Panel Composition**

Age	Census	Panel
15-24	12%	16%
25-34	12%	15%
35-44	13%	18%
45-54	13%	17%
55-64	13%	15%
64+	24%	18%
0	2-170	1070
Gender		
Geridei		
Female	51%	47%
Male	49%	53%
Administrative Reg	nions	
		4.20/
Île-de-France	18%	12%
Auvergne-Rhône-Alpes	12%	10%
Hauts-de-France	9%	10%
Nouvelle-Aquitaine	9%	7%
Occitanie	9%	9%
Grand Est	8%	6%
Provence-Alpes-Côte d'Azur	8%	7%
Pays de la Loire	6%	6%
Normandy	5%	2%
Brittany	5%	5%
Bourgogne-Franche-Comté	4%	6%
Centre-Val de Loire	3%	4%
Réunion	1%	2%

CORSICA

Guadeloupe

French Guiana

Martinique

Corsica

Mayotte

1%

<1%

<1%

<1%

<1%

2%

3%

3%

3%

3%

## **Germany Panel Composition**

Age	Census	Panel
15-24	13%	12%
25-34	13%	12%
35-44	12%	14%
45-54	17%	20%
55+	28%	24%
Gender		
Female	51%	53%
Male	49%	47%
Territory/Region		
Nordrhine-Westfalen	22%	23%
Bavaria	16%	17%
Baden-Wurttemberg	13%	14%
Niedersachsen	10%	12%
Hessen	7%	6%
Sachsen	5%	4%
Rhineland-Palatinate	5%	4%
Berlin	4%	3%
Schleswig-Holstein	3%	3%
Brandenburg	3%	3%
Anhalt	3%	3%
Thuringia	3%	3%
Hamburg	2%	2%
Mecklenburg-Vorpommern	2%	1%
Saarland	1%	1%
Bremen	1%	1%



# **Spain Panel Composition**

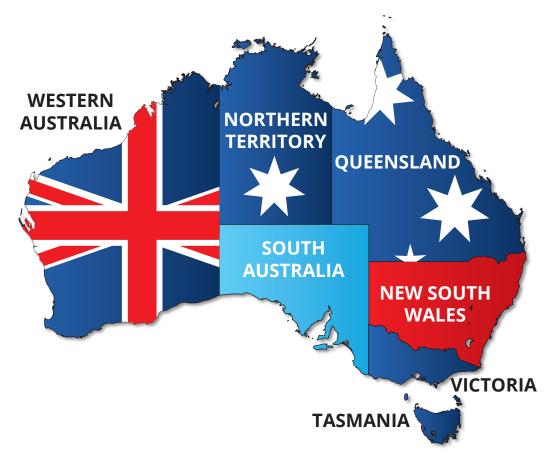
Age	Census	Panel	Territory/Region		
15-24	9%	19%	Andalusia	18%	15%
25-34	11%	24%	Catalonia	16%	16%
35-44	17%	23%	Madrid	14%	21%
45-54	16%	19%	Valencian Community	11%	12%
55-99	32%	15%	Galicia	6%	9%
			Castile and Leon	5%	5%
Gender			Basque Country	5%	2%
			Canary Islands	5%	3%
Female	50%	55%	Castile-La Mancha	4%	2%
Male	50%	45%	Region of Murcia	3%	2%
			Aragon	3%	<1%
			Extremadura	2%	<1%
			Balearic Islands	2%	<1%
			Asturias	2%	1%
			Navarre	1%	3%
			Cantabria	1%	3%
			La Rioja	1%	1%
			Ceuta	<1%	<1%
			Melilla	<1%	<1%
			Unknown		4%



# **APAC**

## **Australia Panel Composition**

Age	Census	Panel	Gender		
15-24	13%	12%	Female	51%	53%
25-34	14%	13%	Male	49%	47%
35-44	14%	15%			
45-55	13%	14%	Household Incor	mρ	
55-64	12%	11%	Household Incol	iie	
65+	16%	12%	Less than \$10,000	16%	17%
			\$10,000-\$19,999	10%	13%
Territory/Region			\$20,000-\$29,999	21%	24%
			\$30,000-\$49,999	19%	18%
New South Wales	32%	35%	\$50,000-\$74,999	13%	12%
/ictoria	25%	29%	\$75,000-\$99,999	6%	5%
Queensland	20%	18%	\$100,000+	6%	4%
Western Australia	11%	9%	Not stated	6%	4%
South Australia	7%	6%			
Tasmania	2%	1%			
Australian Capital					
Territory	2%	1%			
Northern Territory	1%	1%			



# **APAC**

# **Japan Panel Composition**

Age	Census	Panel	
15-24	12%	15%	
25-34	13%	16%	
35-44	17%	19%	
45-55	17%	26%	
55-99	37%	24%	
Gender			
Female	51%	47%	
Male	49%	53%	
ividic	7570	3370	
Prefecture			
Hokkaido	4%	3%	
Tohoku	7%	4%	
Kanto	34%	37%	HOKKAIDO
Chuba	17%	15%	HUKKAIDU
Kansai/Kinki	18%	22%	
Chugoku	6%	6%	
Shikoku Kyushu	3% 11%	>1% 8%	5
Other	1 1 70	4%	
Otrici		470	TOHOKU
			CHUBU 5
		•	KANTO
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# **APAC**

# **India Panel Composition**

Age	Census	Panel				
-24	18%	25%				
34	17%	29%	JAM	MU & HMIR		
-44	13%	21%	KAS	HMIR		
55	10%	15%	HIMA	CHAL PRADI	FSH	
99	14%	9%	PLINIAR			
			The most of the same of the sa	UTTARAKHA •		
ender			HARYANA		MAG	GHA
			Chung.		SIKKIM	
male	49%	56%	DAIACTUAN D	TTAR ADESH	my from	1
ale	51%	44%	RAJASTHAN PRA	IDESH 5	BIHAR	{
			FE & There	emys S.	TD	E L
rovinces			Service of the servic		RKHAND	IIPL
			GUJARAT MADHYA PRADES	H > >	- 2 · 3	
tar Pradesh	16%	19%	JE En renn	1	W Charles IV	VES
aharashtra	9%	12%	MAHARASHTRA	OR	ISSA BEI	NG
nar	9%	4%	WANAKASHIKA	2 62	Jan St.	
est Bengal	8%	8%		Jan State	CHHATTISGAF	RH
idhya Pradesh	6%	2%	ANDHR			
mil Nadu	6%	4%	ANDHRA			
asthan	6%	8%	GOA	w		
nataka	5%	4%	The second second			
arat	5%	9%	KARNATAKA	AND	AMAN & NICOBA	۱R
dhra Pradesh	4%	3%	MAHE			
lisha	3%	1%	KERALA TAMIL			
langana	3%	3%				
rala	3%	1%	LAKSHADWEEP			
arkhand	3%	1%				
sam	3%	>1%				
njab	2%	4%				
hattisgarh	2%	1%	Mizoram	>1%	>1%	
aryana	2%	1%	Sikkim	>1%	>1%	
mmu and Kashmir	1%	3%	Delhi	>1% 1%	>1% 2%	
ttarakhand	1%	5%	Puducherry	>1%	2% >1%	
machal Pradesh	1%	1%	Chandigarh	>1% >1%	>1% >1%	
pura	>1%	1%	Chandigarn Andaman and	~ I %0	∠ 1 %0	
eghalaya	>1%	>1%		>1%	<u>~ 104</u>	
nipur	>1%	>1%	Nicobar Islands		>1% >1%	
galand	>1%	>1%	Dadra and Nagar Haveli	>1%		
oa Oa	>1%	>1%	Daman and Diu	>1%	>1%	
unachal Pradesh	>1%	>1%	Lakshadweep	>1%	>1%	

info@InnovateMR.com innovateMR.com



# **Q&A FROM ESOMAR 28**

## Q. How is your panel recruited?

A. The Innovate panel was built using a blend of diverse sources representing various online and offline publishers. Many of these publishers have formed an exclusive relationship with Innovate, which affords clients a truly unique sourcing strategy for online and mobile studies. Examples include large-scale advertising networks that access millions of daily banner impressions, plus hard-to-reach specialty websites that cater to key demographic groups such as young males, (un)acculturated Hispanics, mothers, technology decisionmakers, and business professionals. The Innovate mobile community was built leveraging in-app banner advertising, social networks such as Facebook, and numerous web and SMS databases.

## Q. How do you blend sample?

**A.** Innovate's blending strategy was born from the company's extensive experience in online sampling and panel management. Upon joining, panel members complete a comprehensive demographic profile, and user participation metrics are carefully tracked to support various sample frame needs; all of which are predicated on client preferences. Innovate sample

frames are balanced across the requested demographic distributions, source-type, panel activity levels, and tenure. Additionally, participation and category exclusions are supported as requested.

Duplication across panels as well as within panels is a very real concern in the market research industry. With this in mind, Innovate utilizes industry-leading digital fingerprinting technology, third-party validation, and in-community algorithms. Our algorithmic approach is designed to identify uniqueness and measure respondent honesty on a longitudinal basis.

# Q. How does Innovate find hard-to-reach respondents?

**A.** Drawing on our unique panel-recruitment relationships, Innovate offers unparalleled access to hard-to-reach segments in our panel. This is demonstrated by the countless clients who rely on our team, technology, and panel asset to accomplish survey work that other companies simply cannot satisfy. Our technology allows us to remain flexible. One such example centers around the vast network of recruitment partners that supply our panel.

Our robust systems allow us to easily accommodate the various financial arrangements that many recruitment campaigns require. This flexibility allows us to recruit from a larger cross-section of online, offline, and mobile channels, yielding a diverse and more representative audience.

## Q. When asked to blend additional outside panels, how does Innovate introduce external sample?

**A.** Quality sample and transparency are of critical importance in the market research industry.

As sample industry veterans, we understand the vital role that consistent methodologies play in the overall success of a research project. As such, we carefully vet each and every partner that participates in our support network. This vetting process begins with an extensive review of a partner's recruitment methodology, sampling protocols, deduplication technology, and incentive management.

Additionally, we continually evaluate the quality of each partner by testing each source across a number of demographic, attitudinal, and behavioral benchmarks. This process helps our team achieve a balanced and blended sample outgo and avoid common pitfalls that can be present when partner sample is introduced.

Above all else, transparency is a nonnegotiable tenant to our business practice. If partner sample is required, this information is provided to clients during the bid phase of a project so that a fully informed decision can be made regarding sample composition.

# Q. What steps does Innovate take to achieve a representative sample of the target population?

**A.** Leveraging our long history of sampling best practices, the Innovate project team utilizes predefined census templates that allocate sample outgo based on the required distributions needed for a study, as specified by the client. Additionally, our sample frames are blended so that a representative cross-section of the panel is balanced by such variables as activity level, tenure, and source type.

Maintaining database hygiene is an additional component in this process. We carefully monitor panelist activity and harness advanced algorithms to track members longitudinally throughout their lifetime in the panel. This proactive methodology allows our team to take quick action on members who may be demonstrating behaviors that do not align with our expectations.

# Q. How does Innovate invite respondents to surveys?

**A.** At Innovate, we maintain a library of predefined HTML invitation

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templates as well as standard operating procedures related to invitation verbiage (in accordance with CAN-SPAM compliance). Our members are engaged via email invitation as well as one reminder within 24-48 hours after the initial contact. We typically send 3-5 invitations each week in order to keep members fully engaged. However, participants may elect to receive fewer invitations, if desired.

We utilize subject lines that are nonleading in nature to avoid conditioning respondents for false qualification. We maintain an extensive subject line library to ensure our projects only present approved language. All invitations are delivered in the preferred language indicated by our members during the registration process. Within the invitation, members are advised of the survey topic, length of interview, and the incentive offered. Member relations are an integral element in the panel-management process. As such, our members are presented with information related to their current membership status, our customer service help desk, and details related to unsubscribe and contact updates.

Invitations are deployed based on the predefined demographic segments needed for a representative sample. Certain groups that may respond at a lower rate are oversampled to ensure nested quotas are fulfilled

properly. Additionally, our members may also participate via our member dashboard, which is visible upon log-in to our panel website. Clients may elect to contact our members via email invitation, dashboard, or a blend of both approaches. These contact preferences are defined during the bid phase of the project, and any deviation from the sample plan must be approved by the client before changes are made.

As it relates to our mobile sample, we can engage respondents using a variety of different methodologies. Such examples include SMS text message, push notification via our mobile app, or mobile web (a shortened URL presented to members of both our online and mobile panels). Utilizing these various approaches affords Innovate deep reach among a mobile audience.

# Q. How does Innovate reward respondents?

**A.** Our staff comprises seasoned industry veterans with experience in panel management, including incentive fulfillment. We maintain a standard incentive matrix. This allows our team to maintain a consistent treatment and offering to our members throughout their lifetime in our panel community. Incentive amounts are based on the length of interview for a particular opportunity, along with the complexity of the task. We offer consistent

incentives within a survey to avoid bias as well as across our entire survey inventory. This methodology is essential in panel management and helps to avoid inadvertently generating negative panel learning effects.

Our panel earns a virtual currency for both qualifying and non-qualifying activities, which may be redeemed at various levels. Rewards levels offer a variety of online and mobile gift cards, including virtual Visa and Amazon. PayPal and charitable donations are also available for members as a redemption option. Presenting respondents with a wide variety of rewards generates a catered, positive panel experience and combats attrition.

# Q. Does Innovate measure respondent satisfaction?

**A.** Respondent satisfaction is the central focus of our business. As a result, we continually measure respondent satisfaction through various feedback channels (ongoing satisfaction surveys and our world-class help desk operations team).

# Q. What information does Innovate provide to debrief clients after a project has finished?

**A.** Project performance KPIs are shared with our clients throughout the life of a project. Prior to launch, our team shares expected performance goals

as well as communication details (invitation verbiage, etc.). At the initial slow start of a project, our project management team provides visibility into a number of metrics, such as open rate, click-through rate, drop-out rate, the length of interview, incidence, and other vital statistics required for proper visibility. Communication is provided on a frequent basis to ensure our clients are advised of project performance. At the close of field, our team provides a detailed summary report of the project's execution along with any custom reporting as requested.

# Q. What quality protocols are in place at Innovate?

**A.** Innovate has assembled the best and brightest sampling professionals to oversee our quality standards. Our team harnesses the power of automated technology to closely track respondent behaviors and proactively remove members who demonstrate actions that do not align with our standards. Advanced algorithms longitudinally track member performance and automatically deactivate users who exhibit poor quality. Red-herring questions are presented to participants to test engagement and panel honesty. Straight-lining and speedy completions are also monitored and logged inside our system. Additionally, we rely on geo-IP flagging, third-party PII validation, and digital fingerprinting to prevent duplication.

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# Q. How often does Innovate contact panelists?

**A.** Overutilization can threaten the quality of any panel. As such, we carefully balance our outreach through availability and contact rules programmed into our system. This approach ensures we are respecting a respondent's time and deters negative or overzealous behaviors from surfacing. Our members typically receive anywhere from 3-5 survey invitations each week, with a maximum of one reminder for each project. Additionally, user preferences are recorded on our member profile page so that we may always maintain an optimal experience for our panel community.

# Q. What procedures are in place to confirm respondent identity?

**A.** Leveraging a technological approach for quality respondent management is central to Innovate's DNA. For over a decade, our team has been developing cutting-edge solutions that thwart even the most advanced online and mobile fraud. We have implemented over two dozen quality checkpoints in our registration process alone. This approach employs a scoring methodology that allocates points for various behaviors. In isolation, a point may not be indicative of a suspicious user. However when these points begin to accumulate, it becomes quickly

apparent that a more nefarious user is attempting to join our panel.

As such, quick action is taken against the prospective panelist by silently deactivating his/her account. As it relates to our B2B sample, we recognize this segment is an especially high-demand target for malicious behavior. In response, we conduct an extensive profiling exercise that focuses on business-specific profile questions and is layered with red-herring and quality checkpoint questions. This approach has proven to be very successful in trapping fraudulent respondents who attempt to bypass our system checks and quality procedures.

# Q. What measures are in place for data protection and data security?

A. Data security protocols are tightly maintained by our IT administration across all areas of our business. Our internal and external systems are maintained on the Amazon Cloud with multiregion redundancy for maximum security and scalability. As it relates to our internal project management and panel database, user permissions are tightly managed using encrypted passwords. All employees and panel members must log in using an encrypted password within our secure network. All PII and client details are stored within our encrypted database with limited

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permissions access. Our staff must follow standard operating procedures for handling and transferring sensitive information, and authentication must be verified before access is granted.

As noted earlier in this document, our panelists are monitored on a longitudinal basis, beginning at registration where advanced algorithms and scoring methods are used to evaluate respondent quality. Digital fingerprinting technology is used to detect the use of proxy servers and other variables indicative of fraudulent behavior (e.g., inconsistent browser and

operating language use, mismatch of geography and IP address, etc.).

Our quality-monitoring system performs dynamic scans to identify suspicious patterns within and across member accounts. Quick action is taken against any panel member who demonstrates behaviors that do not align with our high quality standards.

A best-in-class panel starts with experience. At Innovate, our seasoned team of panel experts has been building online and mobile panels since these modes first emerged. Check out Innovate's ESOMAR 28.







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